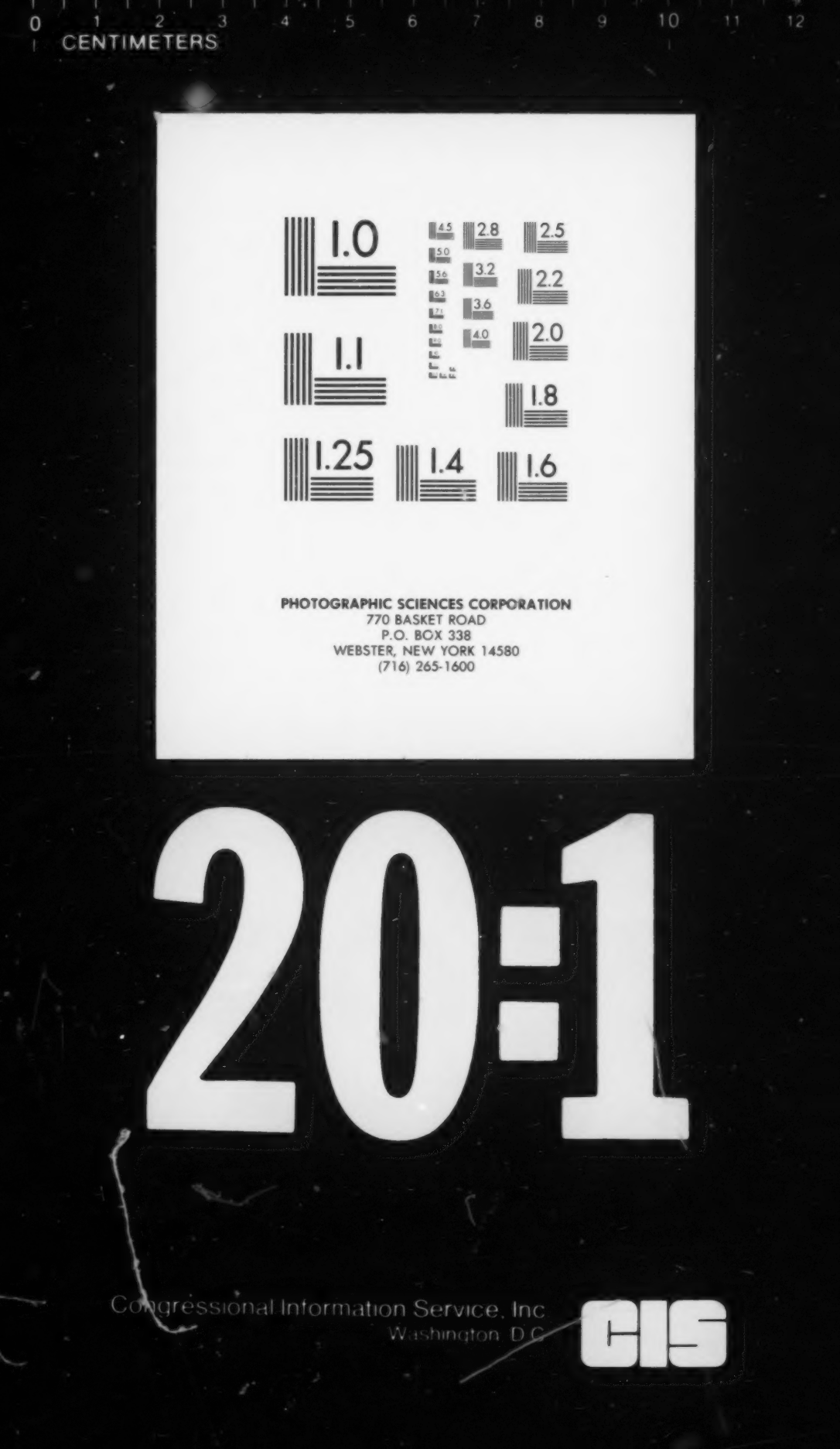
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RADIO—BY 88%

MAGAZINES—BY 68%

NEWSPAPERS—BY 79%

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C775-3 NOVEMBER 1984

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

			% '84 VS '83	% TMD	
				1984	1983
		13960	104.14	1.79	1.99
		7733	97.08	.93	1.11
		3818	138.69	.65	.54
		2177	79.74	.21	.31
		20787	130.87	3.39	2.96
		2983	129.87	.48	.43
		6178	126.25	.96	.88
		11435	132.70	1.91	1.62
		28138	130.51	4.52	4.01
		2184	163.14	.44	.31
		3886	131.57	.63	.55
		642	42.83	.03	.09
		7735	128.42	1.23	1.10
		6290	117.89	1.20	1.19
		613	410.11	.31	.09
		4633	112.61	.64	.66
		20879	140.33	3.61	2.98
		3440	128.40	.54	.49
		601	43.26	.03	.09
		7036	151.09	1.32	1.00
		9568	108.42	1.28	1.37
		234	489.32	.14	.03
		19804	133.55	11.52	9.95
		10940	120.33	13.56	12.96
		4299	140.89	4.23	3.46
		10081	107.15	2.66	2.86
		12989	124.43	3.56	3.26
		10192	119.43	1.51	1.45
		13063	98.76	1.80	1.86
		-	-	-	-
		6847	176.16	1.51	.98
		1518	96.44	.18	.22
		12493	133.40	5.39	4.63
		5269	121.43	.79	.75
		11752	160.30	2.35	1.67
		7929	134.64	1.33	1.13
		2035	66.58	.17	.29
		5441	111.74	.75	.78
		36140	140.85	6.39	5.61
		102280	126.53	20.46	18.57
		14302	116.37	9.27	9.17
		5028	160.82	1.80	.72
		-	-	.52	-
		13903	131.07	2.25	1.98
		6111	73.01	1.45	2.30
		4810	124.1	.62	.69
		24418	109.	3.31	3.45
		3901	99.66	.17	.20
		4077	[illegible]	.80	.85
		3459	104.15	.39	.44
		15011	108.66	14.15	14.97
		2856	78.11	1.24	1.83
		17292	149.17	3.20	2.47
		13289	119.41	3.45	3.33
		4866	97.15	1.77	2.09
		4913	124.32	.75	.70
		2189	144.08	.39	.31
		9362	72.60	.84	1.33
		8472	92.44	9.80	11.19
		3142	148.12	.58	.45
		-	-	.52	-
		17592	88.64	1.92	2.51
		16010	71.45	2.30	3.70
		3491	99.83	.44	.50
		48036	107.38	6.39	6.85
		2237	88.60	.25	.32
		6551	133.80	1.07	.93
		-	-	.62	-
		8455	102.08	1.07	1.21
		6513	56.95	.46	.93
		7398	93.84	.86	1.05
		5477	106.83	.73	.78
		10039	106.11	42.12	45.63
		32	59.38	-	-
		17333	116.72	24.11	23.86
		11448	115.12		

[illegible] UNITED STATES SUMMARY R. 0-04
NOVEMBER 1984 ISSUED 01/85

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% IND		YEAR END 1983
	1984	1983		1984	1983	
A.M.C.	176284	169758	103.84	1.90	2.12	190797
(Alliance)	93312	115405	80.85	1.00	1.44	126076
(Encore)	64654	9130	703.95	.70	.11	15757
(Eagle)	18318	27042	67.74	.20	.34	30570
CHRYSLER	294670	228755	126.77	3.17	2.85	254175
(Laser)	48251	52267	91.11	.52	.66	59115
(Le Baron)	89708	72122	122.91	.97	.90	79464
(E/MY/S AY/MPT)	156371	139892	109.59	1.68	1.75	153508
DODGE	373636	325885	114.66	4.02	4.07	362192
(Daytona)	40139	3998	995.22	.43	.05	7412
(Colt/Vista)	39165	35237	110.63	.42	.44	40527
(Conq/Challenger)	3532	13451	26.08	.04	.17	14032
(Omni)	109314	84982	127.91	1.18	1.06	94960
(Aries)	101444	106745	94.10	1.09	1.34	117988
(Diplomat)	23987	20303	118.13	.26	.25	20857
(Dodge 400/600)	55697	56870	97.17	.60	.71	61981
PLYMOUTH	297184	276734	107.39	3.20	3.45	306194
(Col./Vista)	34950	31439	110.62	.38	.39	35647
(Conq/Sapporo)	3162	11362	27.67	.03	.14	11863
(Horizon)	114333	81738	138.72	1.23	1.02	91866
(Reliant)	125719	140484	88.52	1.36	1.75	154879
(Gran Fury)	14230	11711	117.56	.15	.15	12139
CHRYSLER TOTAL	965490	831374	114.86	10.39	10.37	922561
FORD	117413	92301	125.81	12.64	11.52	103432
(Escort)	346375	312774	110.10	3.73	3.91	343893
(Tempo)	231249	59428	230.34	2.48	1.24	124060
(LTD/Crn Vict)	334530	232297	130.31	3.60	3.15	280961
(Mustang)	122666	103519	118.03	1.32	1.29	113951
(T'Bird)	139893	08546	127.17	1.50	1.35	124992
EDS	-	-	-	-	-	-
LINCOLN	131141	87900	145.70	1.41	1.10	97206
(Mark VI & VII)	26634	23412	111.29	.29	.30	26353
MERCURY	478031	355258	132.52	5.14	4.43	395041
(Topaz)	67600	28875	232.36	.73	.36	36106
(Marq/Gr Marq)	224255	143634	153.34	2.41	1.79	158555
(Cougar)	109182	70881	151.03	1.17	.88	80388
(Capri)	16059	20896	75.95	.17	.26	22951
(Lynx)	61535	71154	77.90	.66	.97	86848
LINC/MERC DIV	609172	443158	135.13	6.55	5.53	492247
FORD MOTOR CO.	1783885	1366259	126.83	19.19	17.05	1526979
BUICK	844673	738350	113.00	9.09	9.21	818256
(Skyhawk)	112396	65242	170.81	1.21	.81	71501
(Somerset Regal)	6185	-	-	.07	-	-
(Century)	190840	129485	145.99	2.05	1.62	146211
(Regal)	172583	207787	82.12	1.85	2.58	226966
(Riviera)	47322	44486	104.62	.51	.56	51123
CADILLAC	282995	259475	107.69	3.04	3.24	291552
(Cimarron)	16765	17384	95.60	.18	.22	19124
(Eldorado)	62557	61819	99.19	.67	.77	69487
(Seville)	31852	28342	111.33	.34	.35	32501
CHEVROLET	1438547	1174081	121.31	15.48	14.65	1310503
(Chevette)	154628	158334	97.68	1.66	1.98	176053
(Celebrity)	291855	147831	195.58	3.14	1.84	172350
(Cavalier)	342446	221483	153.68	3.70	2.76	249697
(Camaro)	183547	158384	114.38	1.97	1.98	175690
(Citation)	84894	84830	99.56	.91	1.06	92126
(Corvette)	26960	23284	113.67	.29	.29	26037
(Monte Carlo)	109126	89808	119.91	1.17	1.12	102628
OLDSMOBILE	962457	872159	108.68	10.35	10.88	971229
(Firenza)	56310	39847	139.67	.61	.50	43898
(Calais)	5299	-	-	.07	-	-
(Cutlass Ciera)	220036	163660	133.38	2.37	2.04	185756
(Cutlass)	282858	287484	98.96	3.03	3.58	319074
(Toronado)	37695	34386	106.10	.41	.43	39101
PONTIAC	632206	475189	131.27	6.80	5.93	536404
(1000)	24962	31029	79.37	.27	.39	33710
(2000 Sunbird)	115546	76216	150.11	1.24	.95	85435
(Grand Am)	704	-	-	.08	-	-
(6000)	110627	79093	138.28	1.19	.99	89890
(Bonneville)	60420	74255	80.29	.65	.93	81998
(Firebird)	91946	81322	111.58	.99	1.01	90859
(Fiero)	87534	10553	819.69	.94	.13	18038
GEN MTRS CORP	4160878	3519254	116.78	44.76	43.91	3927944
Misc. Domestic	254	594	42.76	-	.01	617
Other Import	2208719	2127287	102.92	23.76	26.54	2355288
U.S. TOTAL	9295510	8015426	114.66			8924109

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

2

NEW TRUCK REGISTRATIONS

MAKES	NOV	% INC	YEAR TO DATE		% '84 VS '83	% INC	
	1984		1984	1983		1984	1983
Dodge	37643	11.69	385536	225098	169.83	15.46	8.51
Plymouth	7340	2.15	72078	7385	967.46	1.86	.26
Ford	101564	25.74	1060437	839567	123.76	28.37	31.75
Chevrolet	86865	25.44	996931	803778	121.48	27.64	30.39
G.M.C.	25333	7.42	278722	221241	122.83	7.56	8.37
IH	6419	1.88	61052	45734	131.68	1.66	1.73
Jeep Truck	14616	4.28	133172	63868	205.37	3.61	2.41
Mack/Midliner	2523	.74	23173	13482	171.35	.63	.51
Kenworth	1065	.31	12313	6868	178.57	.33	.26
Peterbilt	1323	.39	11676	7051	164.56	.32	.27
Daimler-Benz Corp.	1738	.51	16522	12451	135.90	.46	.47
Volvo White	907	.27	8922	4599	193.63	.24	.17
Western Star	70	.02	616	279	220.97	.02	.01
Miscellaneous	5765	1.76	42470	39334	150.26	1.34	1.07
U. S. Total	341411		3666240	2644686	138.62		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 OVER
Dodge	260202	125334	-	-	-	-	-	-
(Dodge 1)	189376	77452	-	-	-	-	-	-
Plymouth *	71958	120	-	-	-	-	-	-
Ford	286731	718333	-	-	-	11226	23151	10998
(Ford 2)	292867	231211	-	-	-	-	-	-
Chevrolet	505885	443227	31594	-	234	6502	8766	623
(Chev 3)	345625	178325	-	-	-	-	-	-
G.M.C.	120602	123307	1540	-	3607	6058	12007	11591
(G.M.C 4)	74480	45581	-	-	-	-	-	-
I.H.	-	-	-	-	-	20431	13852	20769
Jeep Truck	113521	15851	-	-	-	-	-	-
(Jeep 5)	113521	15808	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	3143	665	19365
Kenworth	-	-	-	-	-	-	-	12313
Peterbilt	-	-	-	-	-	-	-	11676
Daimler-Benz Corp.	-	-	-	-	-	1402	845	14671
Volvo White	-	-	-	-	-	-	1201	7721
Western Star	-	-	-	-	-	-	-	616
Miscellaneous	61424O	6035	289	644	29	86	212	1095
Total	1983239	1438067	33423	644	3870	48858	60703	117436
1983 Total	1431838	865772	18982	336	768	42129	44570	70264
1984 vs '83	138.26	131.96	175.99	191.67	503.91	115.94	136.24	167.11

(Memo Total)-To be included in GVW 1,2 & 3
1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram wagon
2 Includes Ranger, Bronco and Vans
3 Includes El Camino, Blazer, S10 and Vans

4 Plymouth Includes Scamp, Voyager, and Voyager Full
4 Includes Vans, Jimmy, S15 and Caballero
5 Includes CJ's, Cherokee, wagoneer and Scrambler

The Statistics for New York and Oklahoma 1984 are compiled from Manufacturer supplied Sales Records.

The 1983 vs 1984 Comparison exclude Oklahoma Data.

NEW DOMESTIC CAR LEADING MODEL

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	8252	.05	-	-
Chevrolet Spectrum	241	-	-	-
Dodge Colt	32221	.35	34275	.40
Dodge Colt Vista SW	8944	.07	962	.01
Dodge Conquest	2955	.03	275	-
Dodge Challenger	517	.01	13015	.15
Plymouth Colt	28447	.31	30633	.36
Plymouth Colt Vista SW	6503	.07	804	.01
Plymouth Conquest	2759	.03	264	-
Plymouth Sapporo	403	-	10998	.14
AMX	-	-	-	-
Total Domestic Sponsored Imports	89482	.96	91469	1.14
OTHER IMPORTS				
Isuzu	19028	.20	18448	.21
Nissan	437560	4.71	483201	5.65
Honda	448508	4.82	357447	4.45
Mazda	150482	1.62	155372	1.94
Mercedes-Benz	67256	.72	63854	.80
Renault	11990	.13	31018	.39
Subaru	135501	1.44	132484	1.61
Toyota	480325	4.95	498868	6.12
Volkswagen	142302	1.54	121678	1.58
Volvo	66737	.95	82523	1.03
Others	2485335	2.67	197305	2.46
Total Other Imports	2206716	23.76	2127287	26.54
GRAND TOTAL ALL IMPORT CARS	2296121	24.72	2218776	27.68

NEW IMPORTED LIGHT TRUCKS (LEADING MAKES/U.S. IMPORTERS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	-	-	5225	.28
Dodge RAM 50	45345	1.23	29350	1.11
Ford Courier	-	-	9139	.34
Plymouth Arrow	-	-	643	.03
Total Domestic Sponsored Imports	45345	1.23	44538	1.69
OTHER IMPORTS				
Isuzu	36651	.99	21032	.80
Nissan	176881	4.79	128184	4.84
Mazda	105978	2.87	62198	2.35
Subaru	4412	.12	5331	.20
Toyota	261781	7.10	156118	5.90
Volkswagen	16522	.45	16044	.60
Others	17065	.46	8976	.34
Total Other Import Trucks	619384	16.78	391886	14.82
GRAND TOTAL ALL IMPORT TRUCKS	664729	18.02	436424	16.51

NEW DOMESTIC LIGHT TRUCKS (U.S.-BUILT ONLY)

CHEVROLET S10	172830	4.61	168433	6.31
DODGE RAMPAGE	8988	.24	8748	.31
FORD RANGER	202905	5.55	154824	6.22
GMC S15	36882	1.05	31781	1.35

UNITED STATES SUMMARY

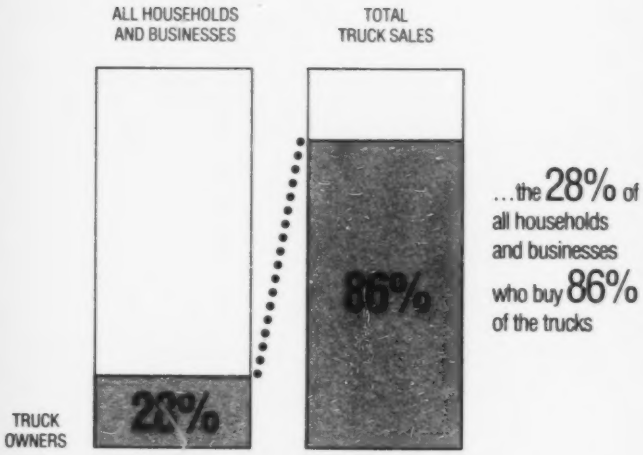
NEW VEHICLE REGISTRATIONS UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1974	8701594	2656858
1975	8092890	2387417
1976	8751485	3068906
1977	10482434	3986030
1978	11046134	4451340
1979	10596695	4472259
1980	8760837	3476777
1981	8049283	3185488
1982	7756362	3432671
1983	8624186	3878558

TOTALS INCLUDE ALASKA & HAWAII
SUBTOTALS NOT AVAILABLE
R. L. POLK & CO.
NOVEMBER 1984 ISSUED 11/84

4

CUT STRAIGHT TO THE HEART OF THE NEW TRUCK MARKET...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TOTAL TRUCK SALES
86%
28%
TRUCK OWNERS
...the 28% of all households and businesses who buy 86% of the trucks

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